

# Tobacco Leaflet

## FDA Ban on Flavored Cigarettes Goes into Effect

On September 22, 2009 a ban on cigarettes containing certain characterizing flavors went into effect. The ban, authorized by the new [Family Smoking Prevention and Tobacco Control Act](#), is part of a national effort by FDA to reduce smoking in America.

FDA's ban on candy and fruit-flavored cigarettes highlights the importance of reducing the number of children who start to smoke, and who become addicted to dangerous tobacco products. FDA is also examining options for regulating both menthol cigarettes and flavored tobacco products other than cigarettes.



According to the act

"...a cigarette or any of its component parts (including the tobacco, filter, or paper) shall not contain, as a constituent (including a smoke constituent) or additive, an

artificial or natural flavor (other than tobacco or menthol) or an herb or spice, including strawberry, grape, orange, clove, cinnamon, pineapple, vanilla, coconut, licorice, cocoa, chocolate, cherry, or coffee, that is a characterizing flavor of the tobacco product or tobacco smoke."

Any company who continues to make, ship or sell such products may be subject to FDA enforcement actions. People are encouraged to report any company that sells cigarettes with these certain characterizing flavors.

If you would like to report a store or internet site that still carries flavored cigarettes, click [here](#) to link to the FDA Web site.

### Inside this issue

JEL .....	2
Mental Illness .....	3
Retail Compliance .....	4
Partnership Activities.....	5
Smoking in the military.....	6
Staff Updates .....	6

### Time is running out!

- The registration deadline for Mayo Clinic Nicotine Dependence Center workshops on tobacco cessation for Cedar Rapids and Sioux City are coming up! Continuing education information and registration are at [www.trainingresources.org](http://www.trainingresources.org).



## JEL helps Iowans “See the Connection”

The Tobacco Leaflet spills the beans on the Just Eliminate Lies (JEL) media campaign for the 2010 fiscal year.

“What we wanted to do this year was create a message that shows the collateral damage that cigarettes and tobacco can cause,” Garin Buttermore, JEL Coordinator, said.

This year’s television commercials will focus on situations where one person’s tobacco use has consequences on the people around him/her.

“We all know that secondhand smoke can affect non-smokers, but tobacco can cause more problems than that. Children of smokers are more likely to start smoking. Teens that smoke can get kicked out of athletics and school activities. While health is the most important reason not to smoke, there are other issues that should not be ignored,” Buttermore said .

But the campaign does not end with three TV ads and includes:

- A dedicated Web site—[www.seetheconnection.com](http://www.seetheconnection.com) (not active at this time)
- Wall murals and kiosks for shopping malls
- Online advertising
- Movie theater trailers
- Ads at convenience stores and gas stations
- Billboards and posters

## JEL Hunts Big Tobacco at the Iowa State Fair

What does a rat costume say about tobacco? Not much, unless you were one of hundreds of Iowa State Fairgoers who spoke to the rodent or one of his handlers. Those who did learned that arsenic is used not only in rat poison, but is also found in cigarettes. This was just one of the many facts displayed at the JEL Scavenger Hunt on August 22 (the last Saturday of the Iowa State Fair). JEL gave away awesome prizes as people learned facts about Big Tobacco and got their pictures taken with the JEL cow, toilet, M&M, rat, and baby! Sounds like a crazy group, eh? Check out the pictures below to see what happened!







## Doctors Fear Asking Mentally Ill to Stop Smoking

People with mental illnesses such as depression and anxiety are the heaviest smokers in the country, but their doctors are afraid to ask them to quit. They assume that if their patients try to quit smoking, their mental disorders will get worse.

That is a myth, according to Brian Hitsman, a tobacco addiction specialist and assistant professor of preventive medicine at Northwestern University Feinberg School of Medicine. He also is a member of the Robert H. Lurie Comprehensive Cancer Center of Northwestern University.

This population's tobacco use and dependence need to be treated, he said. Hitsman has designed and published the first comprehensive, evidence-based plan for psychiatrists, psychologists and other mental health providers to help their patients quit smoking. His paper appeared in a recent issue of *The Canadian Journal of Psychiatry*.

"These doctors and mental health specialists focus on their patients' psychiatric health and lose track of their physical health," said Hitsman, who is a

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### Learn more about tobacco use and mental health

The word is getting out that tobacco use during substance abuse and mental health treatment is no longer acceptable.

But what comes next?

***Bringing Everyone Along*** is a project with resources to assist health professionals to adapt their treatment services to the unique needs of tobacco users with mental health and substance use disorders.

Visit: [www.tcln.org/bea](http://www.tcln.org/bea)



health psychologist. "Tobacco cessation gets a lot of attention, but we leave out a population that smokes the majority of all the cigarettes."

Between 40 to 80 percent of people with mental illness are daily smokers, depending on the disorder, compared to less than 20 percent of people who don't have problems with mental illness, according to research. The mentally ill also smoke more cigarettes per day -- often up to two packs. They have a disproportionately high rate of tobacco-related disease and mortality, such as cardiovascular disease or cancer, with a correspondingly heavy financial burden to the health-care system.

The mentally ill receive tobacco treatment on only 12 percent of their visits to a psychiatrist and 38 percent of their visits to a primary care physician.

Doctors erroneously believe mental disorders will worsen if they take away a person's tobacco. "Not a single study shows that symptoms get worse," Hitsman said. He examined 13 randomized clinical trials that measured psychiatric symptoms during smoking cessation treatment. Seven studies showed that psychiatric symptoms actually improved during smoking cessation treatment, and six showed no changes.

Another problem is mental health professionals believe tobacco is not a real addiction compared to other drug addictions.

"The perception is patients need tobacco because it's their only source of pleasure and helps them feel better," Hitsman said. "There is very little evidence, though, that smoking cigarettes serves to self-medicate emotional symptoms."

Edited from *Science Daily*. Click [here](#) for the full article.

# Retail Tobacco Compliance Remains High in '09

It is well known that the age to buy tobacco products is 18. But who makes sure that happens? And how are retailers doing at following the law?

Few people know that the Division of Tobacco Use Prevention and Control at the Iowa Department of Public Health is responsible for monitoring retail compliance with the law. The Iowa Code requires that the Tobacco Division fund at least two staff members at the Iowa Alcoholic Beverages Division (ABD) to do the enforcement. Currently, six staff members, four investigators and two administrative staff, work at ABD work on enforcing the tobacco laws. All of the investigators were previously law enforcement officers.

Each business that holds a retail tobacco permit has a compliance check done twice a year. When a teen, 17 or under, tries to purchase a tobacco product with their own identification. The check is done under the supervision of a local law enforcement officer. Over 200 different law enforcement agencies (city police and county sheriff) have signed up to contact sting operations. The agency receives \$50 for each visit they conduct.

So now that you know how it works (Tobacco Division pays ABD, ABD pays local law enforcement, local law enforcement cites individuals/businesses for non-compliance), you might be wondering how well it works.

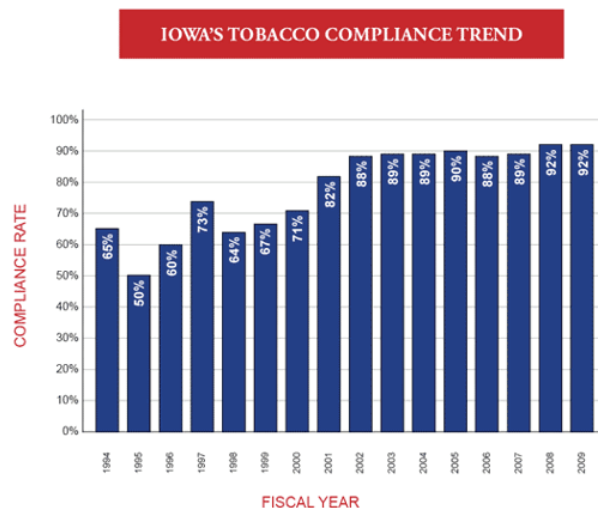
It works quite nicely.

In fiscal year 2009; 7,710 checks were conducted with a 92 percent compliance rate. However, the 8 percent non-compliance rate means that 564 checks resulted in a citation for the employee. The clerk may receive a \$100 fine and the retailer, a \$300 fine (both fines are first offense).

This compliance has been increasing over time, only 71 percent of retailers were compliant when ABD started conducting checks in 2000.

“Iowa has one of the most effective tobacco retailer compliance programs in the country,” said Bonnie Mapes, director of the Tobacco Division. “It is important that compliance remain above 80 percent because not enforcing the tobacco laws could result in a reduction in substance abuse treatment funding.”

The Synar Law, named after Congressman Mike Synar, which requires a non-compliance rate of less than 20 percent. A failure to enforce tobacco sales laws at this level can result in a loss of 40 percent of the state’s Substance Abuse Prevention and Treatment Block Grant.



## The Relationship between the Tobacco Division and the Alcoholic Beverages Division

The collaboration between ABD and the Tobacco Division does not stop at retail tobacco compliance. There are a few projects they work on together:

- ABD conducts site visits for non-compliance of the Smokefree Air Act at any establishment with a liquor license.
- In coordination with the Attorney General’s Office, ABD has taken action against 78 different liquor license holders for violations of the Smokefree Air Act. Violating any law,
- ABD arranges for clerks to undergo Iowa Pledge training in 50 counties each month, or 600 times each year! This training focuses on proper identification for sale of tobacco products.
- ABD produces and distributes calendars and display items to prompt clerks and customers to provide proper identification.

Get more information about these topics and retail compliance at [www.iowaabd.com/tobacco](http://www.iowaabd.com/tobacco).

## Crawford Tobacco Coalition Bowls over the Crowd

By Julie Florian

DrAlTo, Crawford's Drug Alcohol and Tobacco Coalition, and the Crawford County Memorial Hospital co-sponsored a health fair on Sept. 17 from 11:00 am to 6:30 pm at the Boulders Conference Center in Denison.



*Cigarette bowling at  
the Crawford  
County Health Fair*

The theme of the health fair was "Tune into Your Health," with healthy fun activities. Over 400 people attended the event. Among these were health class students from Crawford County schools. The Denison JEL Team set-up the Bowling for Butts activity which was from the Tobacco Division's JEL street marketing events. Eight Denison JEL members and the school nurse took turns throughout the day encouraging attendees to bowl. They signed up 35 new JEL members, handed out JEL gear and told attendees about JEL and how tobacco companies get new customers.

The DrAlTo coalition sponsored the activity room with family fun games which included 2 large screen TVs with Wii fitness games playing. A hula-hoop contest, chair and ball exercises were also enjoyed by participants. A large display of drug, alcohol and tobacco prevention information was on display and staffed by coalition members. One hundred and thirty-five drug, alcohol, tobacco free homes and cars pledges were obtained. Cesar Deleon visited with the Hispanic citizens about smoke free cars and homes, JEL, and the Quitline Iowa.

A news article announcing the event was sent to all Crawford County newspapers two-weeks ahead of event and the week of the event. A local radio station (KDSN) played public service announcements the prior week. A Denison newspaper photographer attended the fair and an article was in the Denison newspaper.

## Rodeo Shows JEL the Boot

Ten JEL youth attended the Tri-State Rodeo in Fort Madison on Saturday, September 12. Instrumental to planning this event was Bryor McMillen, the Ft. Madison High School JEL president and Emily Carrick, the community partnership representative from Lee County. The group wanted to speak to a rodeo board member about how to support rodeo without accepting tobacco sponsorship money.

Unfortunately, it was not a message that the organizers wanted to hear.

The group was asked to leave after a few hours because the organizers did not want US Tobacco to feel unwelcome in their final year of sponsorship. Security escorted the JEL members from the event.

"Although the experience was very discouraging (getting forced to leave), I tried to keep the group's spirits up and remind them of the pride in our cause and the knowledge we gained. I personally feel that the taxing day was well worth the effort," said Alicia Schalla, JEL Executive Council member.



## Staff Updates

**Bonnie Mapes** is camping around the eastern part of the country until October 22 (without her BlackBerry, so don't even bother trying).

**Brent Saron** moved from Council Bluffs to Treynor. His office phone is now 712-487-3222.



## University of Iowa Dean Curry Part of IOM Panel Recommending Ban on Military Tobacco Use

Dr. Susan Curry, dean of the University of Iowa College of Public Health, was a member of an Institute of Medicine committee recommending the departments of Defense (DoD) and Veterans Affairs (VA) implement a comprehensive strategy to ban tobacco use in the military. The ban is necessary because tobacco use impairs military readiness, harms the health of soldiers and veterans, and imposes a substantial financial burden, the report says.

DoD should gradually phase in the ban on tobacco use, starting at military academies and officer training programs and among new recruits, according to the report. DoD should also stop selling tobacco products in Army and Air Force commissaries -- Navy and Marine Corps commissaries already do not sell them -- and should stop selling them at a discount in military exchanges and other stores. In addition, Congress should allow VA to establish tobacco-free medical centers.

The report, "Combating Tobacco Use In Military And Veteran Populations," was requested by DoD and VA, who asked the Institute of Medicine (IOM) to identify policies and practices that could lower rates of smoking and help soldiers and veterans quit.

In 2005, 32 percent of active-duty personnel and 22 percent of veterans were smokers; rates among active-duty personnel have recently increased, possibly because of growing tobacco use by deployed troops.

"Data reviewed in this study show that tobacco use reduces military service personnel's physical fitness and endurance and is linked to higher rates of absenteeism and lost productivity," Curry said. "In addition, the cost of treating tobacco-related diseases in the nation's health care systems that provides services to active-duty and retired military personnel and veterans is very significant. These are among many good reasons we advised DoD and VA to undertake these steps to eliminate tobacco use in military populations."



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The *Tobacco Leaflet* is the newsletter of the Division of Tobacco Use Prevention and Control at the Iowa Department of Public Health.

Unless noted, all articles are written by division staff.

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